Future Business Leaders of America

Brand Guidebook

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01

Introduction

About

Future Business Leaders of America is the training ground for the next generation of industry and community leaders. As the largest business Career and Technical Student Organization in the world, FBLA is the catalyst for success for hundreds of thousands of middle school, high school and college students each year.

FBLA students' success is crafted through the lens of business, but not defined by it. We support all students through educational opportunities and competitive events, imparting essential skills to become successful leaders, entrepreneurs and team members.

Mission

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

02

Logo

Primary Logo

The FBLA logo incorporates the organization's traditional colors of navy and gold.

The Delta represents:

- FBLA's commitment to the ideals of service, education and progress.
- FBLA's three divisions: Middle School, High School and Collegiate
- The change and progress our student members experience as part of FBLA.
- The importance of each piece of the whole coming together to achieve success.

The three parts of the Delta represent the ideals of service, education and progress as well as FBLA's three divisions.

In this logo shape, we see how it is only when the ideals and divisions come together that the delta, the Greek letter representing change, is formed to create a visual representation of FBLA's mission.

Logo Variations

Variations of the primary logo include a horizontal orientation, a vertical orientation, a horizontal orientation with the full name, as well as the Delta used alone for social icons and other uses.

Horizontal

Vertical

Horizontal with Full Name

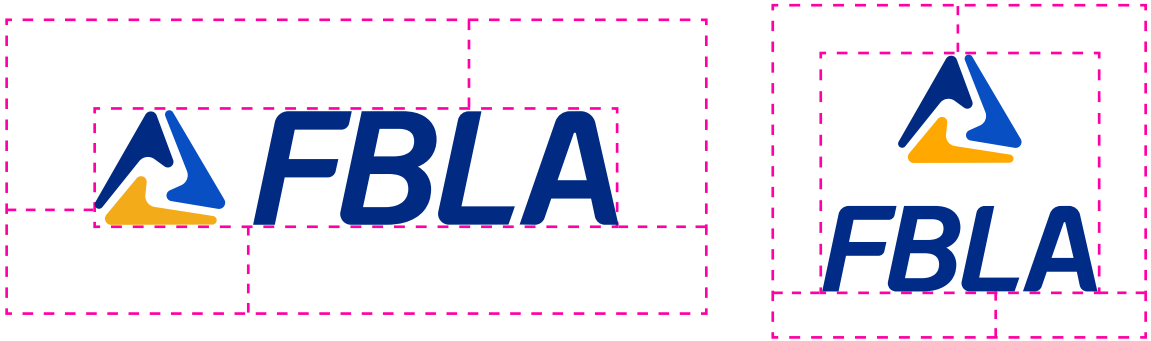
Social Icon

Spacing & Sizing Requirements

Clear space around our logo helps it stand out by separating it from other visual elements or copy nearby. There can be no other elements in the clear space specified here. The clear space should be 1/6th of the logo width around the parameter.

Beyond the minimum requirement above, always allow for as much white space around the logo as possible.

Clear space should be equal to one sixth the width of the full logo at all times.
The larger the logo is, the more clear space should be around it.



Make sure Delta + Logo Type combined are kept at this proportion.

Min. width: 1.5″ | Min. width: 2″ | Min. width: 1″ | Min. width: 0.5″

Incorrect Logo Usage

In order to maintain a strong and visually consistent brand, keep the logo in its original state.

Do not add or change anything about the logo. These usage guidelines apply to all versions of the logo.

The Delta in all one color (all white or all blue) may not be used on its own without the paired FBLA acronym.

Do Not: Stretch, distort or wrap the logo.

Do Not: Use colors outside of the color palette, black or white.

Do Not: Add effects to the logo.

Do Not: Tilt the logo.

Do Not: Use the ‘FBLA’ type without the Delta.

Do Not: Use a single color Delta on its own without the ‘FBLA’ type.

03

Colors

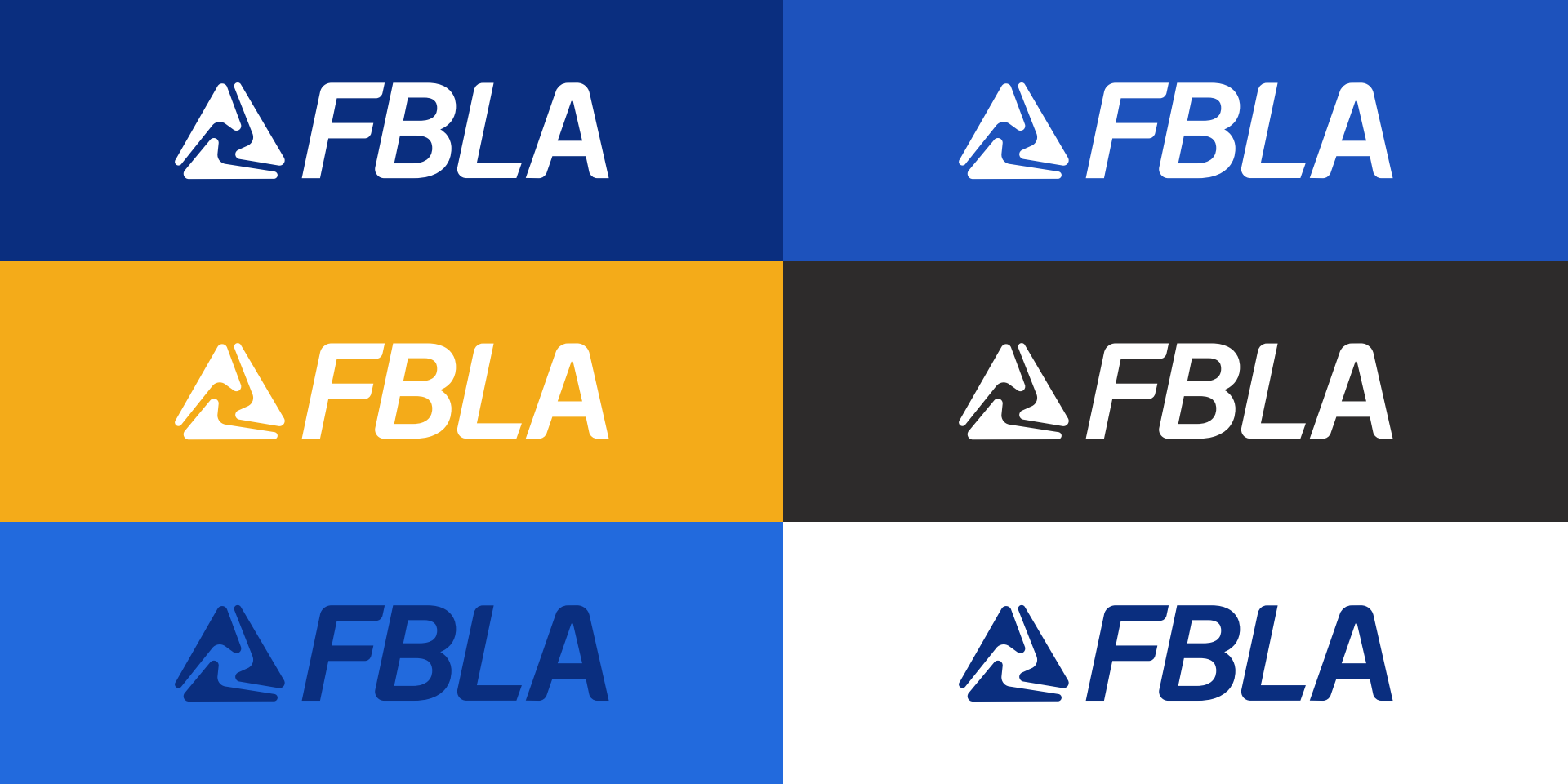
Brand Colors

This color palette is the primary and secondary colors of the brand.

There are no exceptions.

References to both digital and print-ready (PMS) builds of each color are included here. Always match the color(s) used to the information provided here.

Navy #0a2e7f R10 G46 B127 C100 M92 Y20 K9		PMS 288
Blue #1d52bc R29 G82 B188 C89 M74 Y0 K0		PMS 2728
Gold #f4ab19 R244 G171 B25 C3 M32 Y98 K0		PMS 7409
White #ffffff R255 G255 B255 C0 M0 Y0 K0	Cobalt R34 G106 B221 C81 M60 Y0 K0 #226add	Black R45 G43 B43 C69 M65 Y63 K65 #2d2b2b
	PMS 2727	PMS Process Black


FBLA
FBLA
FBLA
FBLA
FBLA
FBLA

Color Usage in Logo Variations

For the primary logo on a white background, the blue is used in the Delta.

On a navy background, the navy becomes white and the blue becomes cobalt in the Delta, for better contrast and accessibility.

Navy

Blue

White Background

Cobalt

Navy Background

One Color Logo Variations

Due to the usage of gold, blue and cobalt in the Delta, specific rules must be applied when using those colors as backgrounds.

When using a gold or cobalt background, an all white or all navy logo may be used.

On a blue background, only use all white logo.

Gold Background

Cobalt Background

Blue Background

04

Logo Lockups

Secondary Logos

The secondary logo includes all lockup options for the various states, chapters and divisions of FBLA. There are specific rules for the horizontal and vertical orientation, as well as the colors used for each division.

IMPORTANT NOTE

These rules must be followed and there may not be any additional elements added to these logos.

Examples include, but are not limited to, any state specific imagery, colors or school emblems.

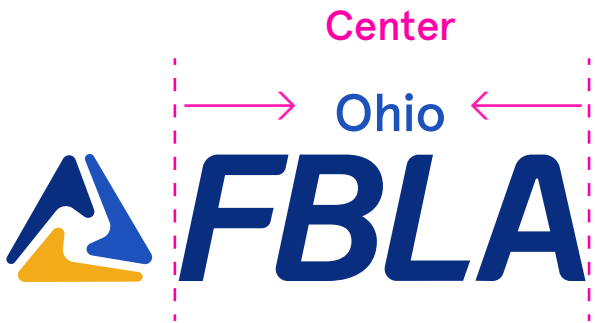
HORIZONTAL

VERTICAL

State Logo Lockups

For state specific logos, the name of the state will be added to the top of the logo and centered above the text portion of the logo.

The same rules apply to the lock up using the primary colors. See page 13. When using the full-color lock up on a navy background, the navy becomes white, and the cobalt replaces the blue in the Delta and the logo type.

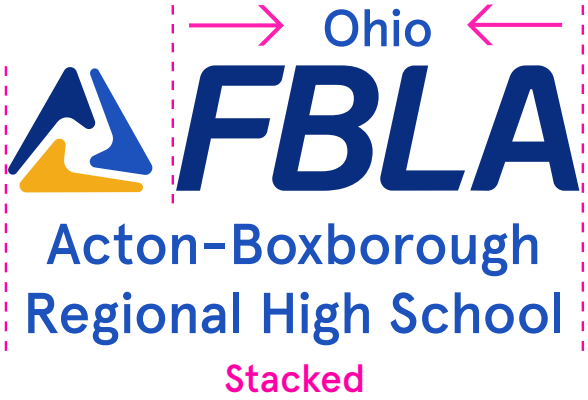


State + Chapter Logo Lockups

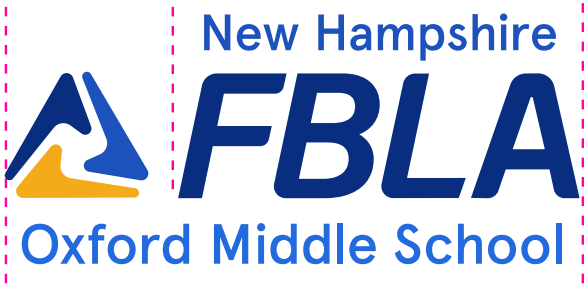
For state and chapter logos, the name of the state will be added to the top of the logo and centered above the text portion of the logo.

The Chapter will be added below the logo and centered to the entire logo. If the name of the chapter exceeds the full width of the logo, the name must be stacked to fit.

The same rules apply to the lock up using the primary colors. See page 13. When using the full-color lockup on a navy background, the navy becomes white, and the cobalt replaces the blue in the Delta and the logo type.



Stacked



Collegiate Logo Lockups

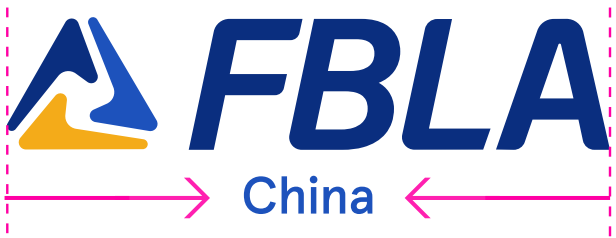
The college or university name will be added below the logo and centered to the entire logo, to the gold line for the vertical orientation. If the name of the chapter exceeds the full width of the logo, the name must be stacked to fit.

The state name is not to be included in this logo lockup.

For longer college and university names, stack the name and use leading (no less than (-10) to keep onto two lines. If necessary, the type size may be decreased to 52 pt.

Stacked

International Logo Lockups

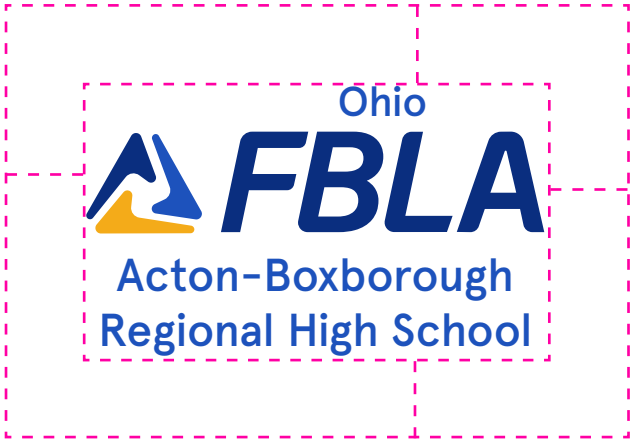


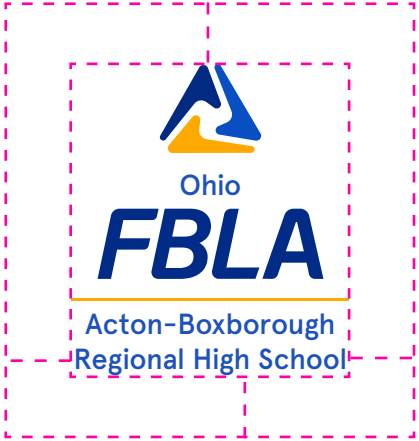
Spacing & Sizing Requirements

Just like the primary logo, for all secondary logo variations, the clear space should be 1/6th of the logo width around the parameter. That includes all additional text above and/or below.

For readability, the logo text must be at least 8pt in size.

When more white space is possible around the logo, always take it.





Min. width: 1.5″

Min. width: 1.5″

Min. width: 2″

05

Typography

Typography

Our brand's typographic identity relies heavily on the use of Apercu. The alternate primary option is Arial. We have selected these options because they work well in both digital and print executions.

While Bold can be used for headlines, Medium (in uppercase) works well for subheads. For body copy on dark backgrounds with white text, use Medium for increased readability.

PRIMARY

Sans serif

Apercu Pro

ALTERNATIVE

Arial can be used when Apercu is not available.

Arial Bold — **Headlines**

SUBHEADS

Arial Regular — Body Copy

Arial Italic

Apercu Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ +

Aa

HEADLINES

Apercu Pro Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ +

Aa

SUBHEADS

Apercu Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ +

Aa

BODY COPY

*Apercu Pro Italic**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) _ +*

Aa

BODY COPY

Italic is also available in **Bold + **Medium** weights*

Headline

Apercu Bold

SUBHEADLINE

Apercu Medium

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh eu ismod *tincidunt* ut laoreet dolore magna quam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla.

Apercu Medium
Body Copy
(Dark Background)

Apercu Italic
Call outs

Typography

Serif fonts traditionally are used in print where there are large sections of copy due to it's increased readability.

Examples of instances to use the serif option include letterheads, professional documents, magazines or newsletters, booklets, etc.

While Bold can be used for headlines, SemiBold works well for subheads as well as for body copy on dark backgrounds for readability.

SECONDARY

Serif Option

Gelasio

ALTERNATIVE

Georgia can be used when Gelasio is not available.

Georgia Bold — **Headlines**

SUBHEADS

Georgia Regular — Body Copy

Georgia Italic

Gelasio Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Aa — HEADLINES

Gelasio SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Aa — SUBHEADS

Gelasio Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+

Aa — BODY COPY

*Gelasio Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&()_+*

Aa — BODY COPY

**Italic is also available in Bold + SemiBold weights*

06

Assets

Name Tags

Place the logo on the left beside name and other information.

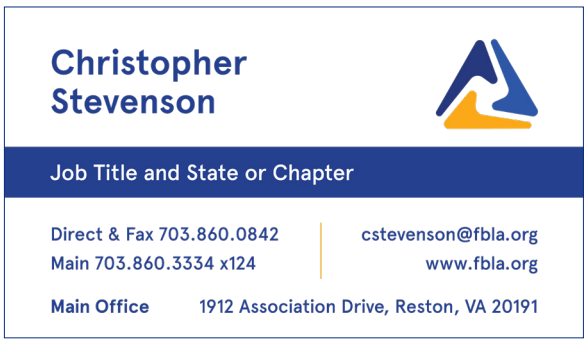
Only use the vertical primary logo or Delta alone.

Use a white background for consistency and simplicity to keep the design clean for readability.

The minimum acceptable font size is 8pt.

Business Cards

This template provides the intended placement for the information to be included on the card.



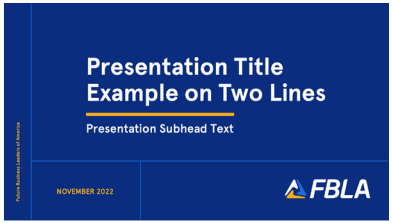
Report Cover

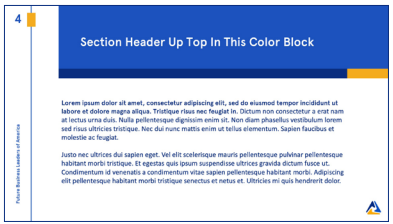
Presentation Deck Template

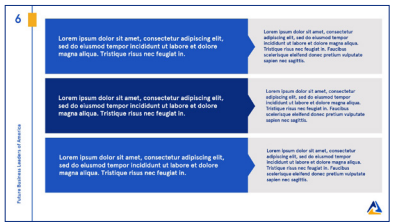
Only use brand colors.

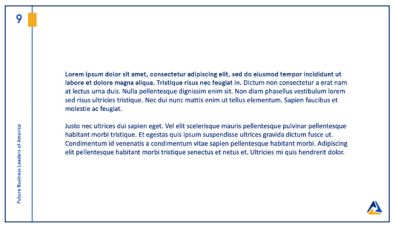
Use Apercu if available.

Arial font is an approved alternative.









Branded Merchandise

Approved Colors:
FBLA Navy | PMS 288

FBLA Blue | PMS 2728

FBLA Cobalt | PMS 2727

FBLA Gold | PMS 7409

White

Branded Merchandise

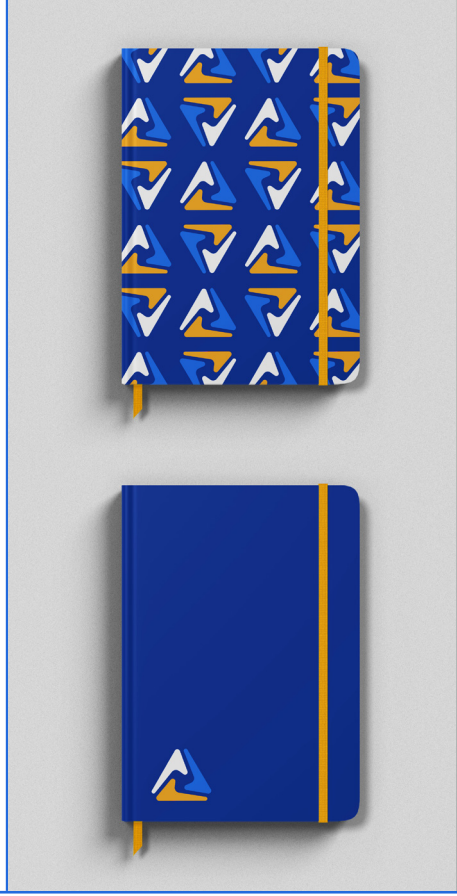
Delta pattern ties and scarves

Branded Merchandise

Notebook Examples

Tote Bag

Water Bottle



Future Business Leaders of America

Happy Branding!